
Who Shapes the Gender Stories in 2025

The WE Frame project brought together researchers, activists, and youth workers from across Europe for **Erasmus+ Days 2025** to discuss one burning question: Who frames the gender narratives of our time?

The webinar, held on **16 October 2025**, explored how gender narratives are constructed, contested, and rewritten in today's complex media landscape. It drew inspiration from the storytelling of the Future Narratives project and the feminist knowledge-creation methodology of the WE Frame project, and invited the participants to reflect on possibilities for how stories can be utilized for inclusion and social transformation.

Gender, Media, and Power

Media, from traditional news to social media venues like YouTube, is still a central shaper of the way we think, believe, and act. And yet, too few voices are those of women or give voice to intersectionality views. The webinar dug into this imbalance and examined the influence of gendered narratives on our sense of belonging, self, and visibility in everyday life.

Guests from all over Europe introduced various perspectives grounded in philosophy, activism, pedagogy, and practice art.

Háskóli Íslands's **Erika Ruonakoski** spoke about ongoing underrepresentation of women in philosophy and how feminist tactics can be employed to construct more comprehensive ideas of togetherness and belongingness in the world of intellect.

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Amalia Ranieri from Sinergie introduced the Future Chronicles project, which encourages young women to challenge deconstructionist media narratives and take back their own stories as acts of revolution and resistance.

Hara Papadatou from Inter Alia discussed Mothers of Europe, and the ways in which the collective memory and the integration of women's experiences are able to reimagine the way younger generations understand Europe's democratic values.

Irene Kamba from The Serendipitous Black Cloud spoke of the Body Liberation Collective and the necessity of freeing ourselves from systems of oppression that establish which bodies are seen as valuable and healthy.

The other participants, such as **Aroa Carmona Valero** (SHENARRATOR), Ingrid Dyrnes Svendsen (LOUD! Youth Worker Exchange), and **Joschka Köck** (Theater der Unterdrückten Wien), explored the ways storytelling, performance, and activism facilitate inclusion and dialogue between borders.

Together, their contributions underscored both the progress and the intractable problems in the gender-media field: the new visibility of feminist and queer perspectives, and alongside this, the new production of countervailing and polarizing discourses such as tradewives, incels, or red-pill movements. Between these extremes, more credible voices, like "crunchy moms" or gender-critical feminists, illustrate how fractured and multifaceted gender discourse has now grown.

Looking Ahead

The webinar underscored that gender narratives are not carved in stone. They evolve with every voice that has the bravery to act against stereotypes or tell a different story. The debate referred to a growing European movement towards inclusive storytelling,

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intersectional understanding, and shared reflection on what equality in 2025 and beyond actually means.

Projects like WE Frame and Future Narratives remind us that change begins not only in policy but also in the stories we tell and choose to believe.

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